TIME: 4:59
DATE: Thursday
SPONSOR: BLUE BIRD SPORT SHOP
SOLICITOR: NG

DURING THE SPRING SEASON, WHEN IT'S TOO WARM TO WEAR A COAT, BUT NOT WARM ENOUGH TO GO WITHOUT ONE, A SWEATER IS YOUR BEST FRIEND. WHETHER YOU'RE DRESSED UP TO GO OUT, OR JUST RUNNING AROUND CAMPUS, THE BLUE BIRD SPORT SHOP ON GREEN STREET HAS AN OUTFIT FOR YOU. THERE ARE HAND-LOOMED SHETLAND SWEATERS IN EITHER THE BLUE BIRD OR BRAEMAR KNIT. BOTH STYLES COME IN A WIDE ASSORTMENT OF COLORS AT REASONABLE PRICES. NOTHING IS MORE PERFECT TO WEAR OVER A SUMMER COTTON THAN A CASHMERE SWEATER. THE BLUE BIRD CARRIES HADLEY AND BRAEMAR CASHMERES IN ALL THE NEW SPRING COLORS. YOU NAME THE COLOR, AND THE BLUE BIRD PROBABLY HAS IT. SO AS THE BLUE BIRD SAYS, WHETHER YOU WANT A SHORT SLEEVED OR A LONG-SLEEVED SLIPOVER OR A LONG-SLEEVED CARDIGAN, BUY YOUR SWEATERS AT THE BLUE BIRD SPORT SHOP ON GREEN STREET. YOU WILL BE ABLE TO FIND THE STYLE YOU WANT IN JUST ABOUT ANY COLOR YOU'RE LOOKING FOR.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 5:00 PM.

ANNOUNCER'S SIGN.

4-22-54 Wilen